

Employers:

Why Worry About Work/Life?



Should your company worry about work/life initiatives? Yes! Work/life programs are not just feel good initiatives. Businesses lose money everyday that they do not effectively address the work/life needs of their employees. And in today's economy, work/life issues are more important than ever before. A successful work/life program positively impacts the bottom-line of companies of all sizes, through improvements in morale, productivity and commitment.

Return on Investment—Companies with reputations as excellent workplaces often have excellent bottom-line results. Consumers like companies that are good citizens, good to their employees and good to their communities. The companies featured as Great Places to Work™ on Fortune magazine's 100

Best list consistently outperform the S&P 500. The CEOs of the companies that win the Utah Work/Life Awards, Utah's Best Places to Work™ agree that effectively implemented work/life strategies that align the needs of the employees and the business are vital to sustaining a competitive edge in the market.

Raise morale—Based on a study of 25,000 employees, the Wilson Learning Corporation reported that the single most important thing a company can do to improve its performance and bring up its bottom-line is to improve employee satisfaction and morale.

Productivity—When employees are not worried about other parts of their lives, are healthy and able to focus on the tasks at hand, companies reap the benefits. In a recent survey of employers,

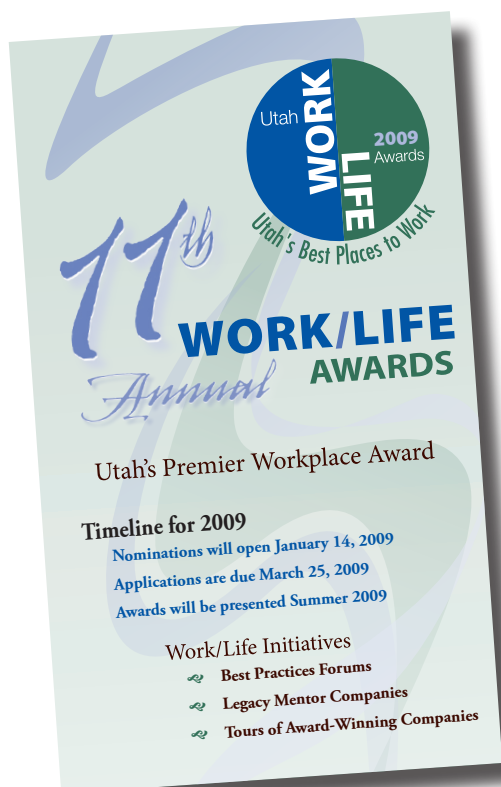
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What is Work/Life?

Work/life is the practice of providing initiatives designed to create a more flexible, and supportive work environment, enabling employees to focus on work tasks while at work. It includes making the culture more supportive, adding programs to meet life event needs, ensuring that policies give employees as much control as possible over their lives, and using flexible work practices as a strategy to meet the dual agenda—the needs of both business and employees.

See our ad on the back cover of this issue!



2009 Work/Life Awards Important Dates

Key Dates	Action Item
January 14, 2009	Nominations accepted
February 11, 2009	Nomination period closes
Through February 11, 2009	Once nominated, online application instructions sent via e-mail
March 25, 2009	Company Profile Due (can submit earlier)
March 25, 2009	Employee Questionnaires Due (can submit earlier)
March 25, 2009	CEO Letter Due (can submit earlier)
April/May 2009	Selection of finalists and winners
May 2009	Winners announced
Summer 2009	Work/Life Celebration to honor winners and finalists

every company with a successful work/life initiative that conducted an evaluation of their work/life efforts reported reduced absenteeism and increased productivity.

Enhanced commitment—Increased productivity does not tell the whole story. Employees who take pride in their work, try to be honest and efficient, spend time thinking about how they can do a better job, use time wisely, and who want to contribute to the success of their company and the communities they serve, are more loyal and are a rare asset for companies. In an era of

diminished job security and decreased pay raises, how can an employer elicit commitment from employees? Successful work/life initiatives are one excellent answer. In a recent survey, employees exhibited a 20% increase in commitment and said they would go the extra mile for the organization where work/life activities are available.

Many companies across the state of Utah have realized the value of work/life initiatives and are being recognized for their efforts. In 2009, the Utah Work/Life Awards, Utah's Best Places to Work™ will celebrate its 11th year.

The award honors those workplaces that listen to employees, that support a majority of the workforce, that strive to have a culture of equity and opportunity for all employees, and that create a sustainable workplace culture providing meaningful support to employees, their families, and their communities.

If you are interested in nominating your company for the Utah Work/Life Awards, Utah's Best Places to Work™ go to jobs.utah.gov and click on Work/Life Awards. 